

ROOTING TO VICTORY

The Important Influence of Fans Upon Winning and Losing of Baseball Games

By John J. McGraw in Collier's Weekly

Perhaps there is no better example of the baseball psychologist than John J. McGraw, manager of the New York National League club, and probably the first man to realize and declare the rooting value of the "fans." He also was the first professional to secure this aid when the spectators were inclined to wax hostile.

Standing in the coacher's box, McGraw opens a rhetorical exchange with the opposing player, generally one likely to "pull" something—such a player as John Evers of the Chicago Cubs, for instance—for no other purpose than to get the crowd joshing and so distract that player's thoughts from his game.

One afternoon late in the season of 1907, St. Louis was playing the Giants at the polo grounds, and but a scant crowd had turned out. Arthur Raymond, better known to fandom as "Bugs," who has since joined New York, was pitching for the Cardinals. As an opponent Raymond frequently amounted to a stumbling block in the path of the Giants, and on this particular afternoon he was really right. He had everything. His curves were breaking quickly and his change of pace had the Giants guessing.

St. Louis had gained a lead of several runs, and as the game was drawing to a close, it appeared as though the Giants were doomed to defeat.

Seated just behind the visiting players' bench were several young fellows, full of enthusiasm, and every time Raymond retired to the bench they joshed him about his work. They kept after the pitcher, and finally succeeded in getting him to retort to their remarks. At first he smiled as he sent over his caustic replies, but the continual goading gave him a wild desire to try to strike out every batter who faced him.

This desire for vengeance got the better of his judgment. He tried to put "too much on the ball," with the usual result. He lost control.

McGraw, quick to realize the arrival of the psychological moment, ordered his coaches to get busy, to start a persistent chatter. He sent four or five players toward the plate swinging anywhere from two to four bats.

Raymond, veteran though he was, was nonplussed. He tried to regain his composure, but the plate appeared to wobble. Before he could be relieved, the Giants had scored enough runs to win the game.

It was a clear case of deliberately rattling the pitcher by methods which because of a peculiar twist given professional baseball ethics are at present tolerated. Such methods, however, are not fair play and not the way of sportsmen.—Editor.

To the unsophisticated student of baseball, the fans, crowding through the turnstiles, mean nothing more than a monetary consideration to club owners. To the manager and field generally they mean a great deal more. They are given a definite place in the day's campaign, and their moods, whether hostile or favorable, are possibilities which the manager regards as adverse or dependable.

Unless a game of ball is a farce—a walk away from the start—there always arises a critical moment—a moment when, by prompt action and a strategic move, the match can be won.

Managers live in anticipation of the arrival of this moment. They do not know when it will arrive—perhaps in the first inning, maybe in the ninth; but they recognize it readily, and then it is that all the cunning, garnered in years of experience, is brought into play.

Instructions are whispered to batters on their way to the plate and flashed to the runners on the bases by signals. The spirit of action suddenly becomes predominant, whereas all may have been inactive calm just previously. Coaches grasp the situation. They wave their arms, swing sweaters, dance up and down on the lines, and shout unintelligible things. Three or four players the next in order on the batting list, step toward the plate, swinging bats. Why?

The manager has decided it is time to start the panoramic scene in his plan of campaign. It is time to inspire the very air with life. The opposing pitcher and his team mates are standing on the brink of the precipice of defeat. Only one more shore and they will go dashing over, irretrievably beaten. And the crowd's help is needed. All the action, all the cunning have been employed to

awaken the dormant crowd. It responds. The final push is given, and the manager leans back and smiles. The herculean task of his day's work is over.

And these conditions affect the veteran as well as the recruit. The degree may not be as great, but the feeling is present. Many times has this point been argued at length. Many times it has been stated that the oldtimer's ears are deaf to the importunities of the crowd. Such is not the case. The veteran may have learned to control his nerves, and for a time the jeers or cheers of the fans may be heard and unheeded, but let that veteran make a mistake regardless of how insignificant it may be, and the rooters jibe him about it. He is unceasingly, eventually they first make him angry and then it waxes to a point where he makes up his mind "to show them," and tries to play everything safely. He refuses to take chances which are necessary in baseball, and he makes a poor showing on the whole.

Critics claim that it was an "off day." So it was, but the reason lay with the crowd and that man's failure to play his usually good game may have cost the victory—and it was the crowd that was responsible.

It is this becoming used to large crowds almost as much as to teach them how baseball is played in fast company which forces managers to keep recruits seated on the bench for a whole season sometimes. In the majority of cases, the youngsters drafted from the minor leagues are not used, to anything like the big turnouts we have in the National and American leagues.

Without meaning to, and probably without any idea that he does, the average recruit fears a big crowd. It awes him. He suffers from stage fright and to send him out to perform before such gatherings, under these conditions, is oftentimes a serious mistake which may retard his playing ability and therefore his value to his club for some time.

He becomes nervous and loses his self-confidence, and confidence is one of the chief assets of the major leaguer. Once having lost this reliance in his own ability, in some players it takes months to rebuild it. Some never regain it.

Thus it is that the studious player becomes, unwittingly a student of psychology. He learns to call upon the crowd in an indirect way, for support. The psychic waves of sentiment are set in motion. The player has called upon the most powerful outside force to aid him in his quest for victory. He makes the crowd "get after" the opposing players, and, whereas the professional jibings of the men themselves would probably go unheeded, the taunts of the crowd coax them into the trap, and they try to play the impossible.

The Home Crowd. The team which maintains a high standing in the fight for the pennant naturally wins the support of the home crowd. Each day the stands are filled with hundreds of ardently enthusiastic partisans pulling in voice and action for the success of their choice. The players are inspired to greater efforts. They have that snap and dash about their play, that aggressiveness which gives them the courage to take chances, and it is the player who is ever ready and willing to grasp an opportunity who climbs the ladder of success.

On the other hand, the team which by its poor showing, attracts but few fans day after day, and these, for the most part, students of baseball who journey to the ball park to witness the game for the game's sake, whether the home team wins or not, is in a rut. The players are content to stay there. They have lost their enthusiasm. They play mechanical baseball and hope for them is a useless waste. The crowd jibes rather than encourages them, and the players lose heart.

No better example of this could be given than conditions in St. Louis a number of years prior to the advent of Roger Bresnahan as manager of the Cardinals. During a long period the people of that city had been treated to teams which played ball in streaks and seldom climbed even a good position in the second division of the National League. Under such conditions the support which baseball received in the Mound City was surprising. The populace attended the games in fair numbers, but the crowds were disgusted. They rooted rather for the visiting clubs than their own. They jibed the home talent continually. This venting of their feelings upon

the players had only one effect—it made them worse than they normally would have been.

When Bresnahan, former catcher of the New York Giants, took charge, like the good general he is, he realized that his first move, even before the rudimentary work of forming the nucleus for a winning team, was to educate the crowd. He is one of the keenest students of metaphysics in baseball. He has mastered the intricacies of working an audience into a frenzy of faithful support. He is an actor. Without uttering a word, his pantomime conveys that which he means to imply, and a climax is successfully reached.

While crouching behind the plate, by a slight turning of the head, a disdainful look at the umpire, almost obscured by his mask, Bresnahan implies that the decision rendered was unfair, and the crowd rushes to his support. Accomplishing this alone has made Roger's sojourn in St. Louis of benefit to the club owners.

The time now is ripe for his real work to begin. He has gained support for his younger players, and the older men have been imbued with a new existence. The disgruntled feeling is disappearing, with the promise that ere long St. Louis will support its team with the same enthusiasm that exists in New York.

The Antics of Jennings. Huxley Jennings, manager of Detroit, is another who has mastered the science of baseball psychology. He has adopted a different method from Bresnahan. He does not gain support by protesting. His jovial antics in the coaching-box, his famous "y-a-a-h" yell, his whistle, his grass-pulling, all touch the risibilities of the fans, and they, probably unintentionally, aid him and his team. This, in a degree, is responsible for the excellent showing of the Tigers. He centers the attention upon himself, thereby protecting his men from the taunts which might be hurled at them while playing on foreign fields. His players do the rest. It has often been said that each of his movements is a signal to his men for some definite action. Possibly so. No one but himself and his players can affirm or deny this. The fact remains, however, that their ulterior purpose is for crowd benefit.

In selecting players to do duty on the coaching lines, a manager takes this ability into consideration as well as baseball knowledge and keen discernment. This is one of the chief assets of Arlie Latham, the Giants' coach.

While traveling he frequently engages in caustic repartee with the crowd and the fans jeer at him. But all the while the New York players themselves are exempt, and Latham is performing his duty. Coaches of this kind are few. The silent coach is of no use in baseball psychology.

One of the most rapid developments into a valuable coach was that of Fred Snodgrass of the Giants. He has been sent to the line more than once in critical stages of the game, and his never-ceasing chatter, his sort of two-stepping dance, appeared to impress the home crowd with the fact that its

support was needed, and it responded.

Supporting the Home Team. It is because of the loyal support accorded the Giants and the Highlanders by the people of New York City that the other clubs in the National and American leagues would rather play almost anywhere else.

The condition also reverses. One of the hardest cities on the circuit for the Giants to play in is Chicago. There has always been a keen rivalry between the clubs of these two cities, probably because they are the largest cities represented, and it is while playing there that Latham does his best work. He attracts attention and, in a way, the New York players are relieved of a nerve-racking jeering.

The Washington club of the American league is probably one of the most peculiarly situated major league baseball organizations—not geographically but from the standpoint of its crowds. No city has a more transient fandom than Washington. Visitors are continually flocking into the capital, and practically all of the public offices and buildings close in the afternoon about game time, there is little else for the sightseers to do but visit the ball park.

Thus it is that even a losing team is a good paying proposition there.

Dash day now arrivals assure an attendance worth while at the game in the afternoon. They go, maybe not only to kill time, but to see baseball played regardless of the ultimate outcome. In this way the club is deprived of local support to a great extent. The faithful Washingtonians who attend each day are so few that it can be said they have practically no effect on the game itself.

It is the support that a club gains while a winning combination that carries it along for several seasons. At first it may seem that it is a peculiar thing that once a team wins a pennant it generally repeats or finishes well up in the standing in the succeeding season or for several seasons thereafter. There is only one explanation of this. The club has gained the confidence of the crowd. It has shown the people its mettle, and once this has been accomplished the crowd does not forsake its standard very readily.

In this respect the baseball public differs from the followers of any other sport. It does not forget quickly what a club has accomplished. Once a team has won the championship, the manager is practically forced to stand pat during the following year. He can better the club very little, as a rule, by making changes. The players have learned to work together.

A Great Factor.

All this while the other clubs in the league have been strengthening their teams. They may appear even stronger than the veteran organization, and yet they will not finish in as good a position. This is due to no other reason than the crowd.

The veteran team has maintained the support of the home crowd and gained the respect of the fans in other cities.

Thus it is that the crowd is conceded to be one of the greatest factors in baseball. Managers and players importune its aid. To it can be attributed the fact that the teams representing the larger cities are generally the ones to stand highest in the final computation of averages. They have a larger crowd support.

Many a gem of thought is injured by a bad setting.

"Well," says the man with the anaemic whiskers, "now that the supreme court has dissolved the Standard Oil trust you or I can organize a competing company and go into the oil business."

"Sure," says the man with the undershot chin. "You bet your life. I'm all ready to launch a competing company—all except the little matter of raising about a billion dollars' capital."—Chicago Post.

"Did you send me this bill?" asked Mr. Cumrox.

"Yes," replied the distinguished painter. "It is for your portrait."

"It runs away up into the thousands."

"Your wife has approved it."

"Well, again I take off my hat to art. I believe you are a better business man than I am."—Washington Star.

A HOPEFUL MESSAGE TO SCALP SUFFERERS AND MEN WHOSE HAIR IS THINNING

Dandruff now—bald later. The same is true of scalp diseases. In fact baldness is a scalp disease. The trouble with the greasy salves and lotions, the so-called dandruff and scalp cures you have tried so far is that they don't do anything but temporarily relieve the itching and cake the dandruff so it doesn't fall until it dries out again. Nothing can cure—really cure such troubles but a real scalp medicine that will kill the germs causing dandruff and scalp disease.

Learning from leading fellow druggists throughout America that they had found a whirlwind cure for dandruff, eczema and all diseases of the skin and scalp the O. G. Schaefer drug store in proving to the laboratories compounding the treatment that it is the most prominent drug store in this city secured the agency for the remedy. This remedy, is ZEMO, the clean, liquid preparation that kills the germ of disease and ZEMO SOAP to wash the scalp or skin clear and clean off the dandruff or scale and by its antiseptic qualities soothe and heal.

A BILL NO 253. An ordinance assessing the cost of constructing a sewer within a certain portion or district of the City of Las Vegas, New Mexico, upon the lots and pieces of land within said portion or district, and providing for the issuance of "sewer certificates."

WHEREAS, by resolution entered of record, the City Council of the City of Las Vegas, New Mexico, has declared it to be necessary and proper, in the opinion of the said City Council, to have constructed and maintained a sewer in a portion of the said City of Las Vegas, which is described as follows:

The main line of the Atchison, Topeka and Santa Fe railway company on the east; Lincoln avenue to Tenth street on the South; on the west by a line from the center of the intersection of Tenth street and Lincoln avenue, thence north to Columbia avenue; thence along Columbia avenue east to Eighth street; thence north to Reynolds avenue; thence east on Reynolds avenue to Sixth street; thence south to Baca avenue; thence east along Baca avenue to Fourth street; thence in a line midway between Baca and Washington avenues from Fourth street to Grand avenue; thence on Grand avenue to the said main line of the Atchison, Topeka & Santa Fe Railway company on the east.

WHEREAS, the said City Council has elected that the whole of the cost of said construction shall be assessed against the lots and pieces of land situate in said portion of the

(Continued on Page Seven)

S.S.S. REMOVES ALL HUMORS FROM THE BLOOD

The cause of all skin diseases can be traced to some humor in the blood, and therefore the cure of any skin trouble can come only through a thorough cleansing of this vital fluid. Salves, washes, lotions, etc., relieve some of the itching and discomfort, help to reduce inflammation, or aid in keeping the cuticle clean, but such treatment does not reach the blood, and of course can have no real curative effect. S.S.S. cures Skin Diseases of every kind because it purifies the blood. It is an internal remedy for an internal trouble, and works on the only reasonable and certain method of cure. S.S.S. removes all acids and humors from the circulation and leaves the blood stream rich, healthy and nourishing in order that it may supply the cuticle with the necessary properties to restore it to its smooth, normal condition. Then a cure results because the old exciting cause has been disposed of. Book on Skin Diseases and any medical advice sent free to all who write. S.S.S. is sold at drug stores.

THE SWIFT SPECIFIC CO., ATLANTA, GA.

Get Wise on Gloves

You know it's expensive to buy cheap gloves. They soak through with steam, water and oil—hard on after wearing—don't protect your hands. "Asbestol" Gloves are the most economical gloves. They wear longest and feel best. Asbestol's Colored Hosiery used in them is steam, cedar and heat proof.

"Asbestol" Gloves

For Railroad Men

are perfect because they never suffer from wetting or chafing from heat. Wash them with soap and water. They dry—soft and pliable.

Speed with them—look at them—they "stand the strain." They are worth more than other gloves but cost no more.

Ask your dealer for the genuine "Asbestol." If he shouldn't have them tell us the name. We will see you are supplied and send a *FREE* sample.

ASBESTOL

EISENDRATH'S CELEBRATED HORSE HIDE

Eisen-drath Glove Co. Box 6, CHICAGO

FOR SALE BY

Appel Bros

WHOLESALE OF

Clothing, Dry Goods, Notions, Shoes, Hats, Caps & Gloves

LAS VEGAS, NEW MEXICO.

COMING!

E M F "30" -- Flanders "20"

ARE YOU INTERESTED?

Phone Main 60

and arrange for demonstration date

CHARLES ILFELD COMPANY, Agents,

Las Vegas, New Mexico.

GROSS, KELLY & CO.

(Incorporated)

WHOLESALE GROCERS

and Dealers in

WOOL, HIDES and PELTS

BAIN WAGONS--RACINE VEHICLES-- Planing Mill in Connection

SEVEN HOUSES

East Las Vegas, N. M., Albuquerque, N. M., Tucumcari, N. M., Corona, N. M., Rowe, N. M., Pecos, N. M., Trinidad, Colorado

NEW MEXICO STATE FAIR

ALBUQUERQUE

October 9, 10, 11, 12, 13, 14, 1911.

Excursion Rates on all Railroads. Write for Premium List and Program.

ISAAC BARTH, President.

JOHN B. McMANUS, Secretary-Manager.

Subscribe for The Optic

San Miguel National Bank

Capital Paid in \$100,000.00

Las Vegas

J. M. CUNNINGHAM, President,
FRANK SPRINGER, Vice President,
D. T. HOSKINS, Cashier.

Surplus \$50,000.00

Interest Paid on Time Deposits

OUR DEPOSITORS

come from every walk of life. Rich and poor deposit their money at this Savings Bank.

THIS IS JUST AS IT SHOULD BE

for everybody should save money. When your money is here, it is not only being saved, but is invested, draws interest and, in the course of time, makes a little profit that adds more than a little to your capital.

LAS VEGAS SAVINGS BANK